

Jada Pinkett Smith Lends Voice to BabyCal Campaign

Actress Jada Pinkett Smith and veteran actress/choreographer/director Debbie Allen joined forces to volunteer their time to film television public service announcements for the BabyCal Campaign.



Jada Pinkett Smith and Debbie Allen take a moment before filming to discuss the PSAs.

Jada, a new mom and wife of renowned actor/rap artist Will Smith, is featured in four television spots directed by Debbie Allen. In the spots, Jada informs expectant moms about the importance of seeing a doctor early, eating right and staying away from smoking, drinking and drugs during pregnancy.

"I had a personal interest in appearing in these television spots because BabyCal's messages are important for all pregnant women, particularly high-risk African-American women whose infant mortality rate has been traditionally high," said Jada, who gave birth to her son, Jadan, last July. "As a new mom, this was a wonderful opportunity to share

valuable advice with pregnant women who can truly benefit from early prenatal care."

Debbie, mother of 14-year-old daughter, Vivian, and 11-year-old son, Norman, directed the television spots because of her support of BabyCal's message. "It's not often you're asked to work on a project that can impact women in such a positive way," said Allen. "I enjoyed being a part of something that helps educate pregnant women about how to take care of themselves so they can have healthy babies."

The television spots are slated to air statewide this spring.

Jada Pinkett Smith Poster

In addition to her participation in television spots for BabyCal, Jada Pinkett Smith also will lend her image for use on a new BabyCal poster debuting this spring. The posters will be made available to BabyCal's statewide network of community-based organizations this spring.



BabyCal Participates In Health Fairs & Conferences

BabyCal Coordinators have attended a variety of health fairs and conferences throughout the state over the past few months. These events offer BabyCal the opportunity to distribute printed outreach materials to local community-based organizations (CBOs) and targeted women and their families.

Tania Watson, Southern California CBO Coordinator, represented BabyCal at the **CalOptima Perinatal Support Services Training Conference** in February at Santa Ana's Western Medical Center. More than 100 Comprehensive Perinatal Services Program (CPSP) providers and health educators throughout Orange County attended this day-long training session hosted by CalOptima. The training focused on child abuse and domestic violence reporting laws, teen issues, nutritional needs of Latino pregnant women, the Medi-Cal's Presumptive Eligibility program, and health education and community resources. The event promoted collaboration between CBOs and local and state agencies that address the needs of pregnant women, and the responsibilities and roles of CPSP staff.

In March, BabyCal participated in the **10th Annual Families, Babies & Drugs Conference** held in the Modesto Centre Plaza. The one-day conference, sponsored by the Stanislaus County Perinatal Substance Abuse Coalition, attracted approximately 240 CPSP workers, perinatal specialists, Public Health Nurses and OB/GYN Nurses, from San Joaquin and Stanislaus counties. A variety of informative workshop sessions on prenatal care, sexual abuse and issues about HIV positive pregnancies were offered.



A conference attendee visits the BabyCal display at the 10th Annual Families, Babies & Drugs Conference.

Northern California CBO Coordinator Nadine Roberts represented BabyCal on March 7th at the **Ninth Annual All**

American Baby Shower & Kid's Korner Show held at the Bakersfield Convention Center. More than 4,500 people attended the shower, hosted by the Bakersfield Californian newspaper. The free event provided expectant parents and families with an opportunity to gather information and view demonstrations from over 70 businesses that provide services and products for families. Twelve lucky individuals won a Mattel Baby Soft Ball from BabyCal's special drawing.



The Diaper Derby babies at the Ninth Annual All American Baby Shower & Kid's Korner Show.

In April, Tania Watson and Nadine Roberts attended the **Festival de la Familia** in Sacramento. The event provided BabyCal with an opportunity to distribute campaign materials to more than 80 thousand Latino families. The Coordinators were able to conduct outreach to pregnant women and women of childbearing age.

BabyCal sponsored an exhibit at the **Arroyo Vista Family Health Center Health Fair Expo** in April. The two-day health fair provided community residents living within the vicinity of the health center with health screenings, first-aid training and health education sessions for adults 18 years of age and older.

As a result of the CBO Coordinator's participation in these events, many pregnant women and their families received BabyCal messages and information. The CBO Coordinators met 18 prospective CBOs who will receive BabyCal recruitment materials.

Please let us know about upcoming health fairs or conferences in your area. Contact your local CBO Coordinator or Stephanie Chiu at Hill and Knowlton (323) 966-5709).

New Shortened Healthy Families and Medi-Cal Mail-In Application

The State is making it easier to apply for the low-cost Healthy Families insurance program for children and Medi-Cal for children and pregnant women. A shortened, four-page mail-in application was introduced by the State on April 1, 1999. The new application:

- eliminates all mathematical calculations,
- requires less information about citizenship or immigration status,
- asks families to submit one paycheck stub to verify income,
- has a pre-addressed envelope (for returning the application to one site for both programs), and
- is now available in eleven languages (English, Spanish, Vietnamese, Cambodian, Hmong, Lao, Armenian, Cantonese, Korean, Russian and Farsi).

The new shortened application has strengthened the State's existing partnership with community-based organizations and certified application assistants, who help in filling out the application at no cost to families.

The Healthy Families Program provides low-cost health coverage for children between one and 19 years of age. Since the Program began providing health coverage to children on July 1, 1998, over 100,000 children have been enrolled in Healthy Families. Pregnant women and families can call toll-free at 888/747-1222 to get an application or to be referred to local organizations for free assistance.



How BabyCal Helped Me

In May 1998, Carlene Corsey, age 17, visited the Maternity Center of Vermont, California, for a pregnancy test. She called the toll-free number she had seen on a BabyCal poster because she did not want anyone to know that she thought she was pregnant. The BabyCal toll-free number provided Carlene with valuable information about prenatal care and programs that help pay for prenatal care. Through the toll-free service, Carlene also obtained phone numbers to the Maternal Child and Health office where she learned about local prenatal care providers.

That's how she obtained a referral to the Maternity Center of Vermont. There, she was provided with WIC and confidential Medi-Cal referrals. Carlene attended



all of her scheduled doctor appointments and prenatal classes, and on February 5, 1999, Carlene delivered a healthy 7 pound 5 ounce baby boy, named Wakene! "If it wasn't for BabyCal, I would not have been referred to the Maternity Center of Vermont where I was able to get prenatal care information for my baby," stated Carlene.

Carlene Corsey

embraces her son,

Wakene.

Welcome, New BabyCal CBOs!

BabyCal would like to welcome five new CBOs to our Network. With your partnership and community outreach efforts, we will educate more of California's pregnant women about the importance of prenatal care. Our BabyCal CBO Network now has 490 participating organizations statewide.

Northern California Region

Nadine Roberts - (916) 925-7816

Thank you for helping improve California's healthy birth outcomes.

- **Northeastern Rural Health Clinics, Inc., Susanville**

Edith Tybo - (916) 665-1787

Please call me with your comments or questions about the campaign.

- **Big Valley Medical Center, Bieber**
- **Northern Valley Catholic Social Services, Chico**

Southern California Region

Tania Watson - (323) 966-5720

Together we can inform pregnant women in your community about the importance of early and ongoing prenatal care.

- **Dr. Norman Merchant, Upland**
- **Dr. Raymond Limansky, West Covina**

Campaign Outreach Materials Ordering Information

The 1999 BabyCal campaign revised order forms are in. These forms have been revised to reflect the modified magnets. CBOs may order outreach materials by completing the order form and faxing it toll-free to The Mail House at (888) 428-6245. Outreach materials continue to be free-of-charge and orders will be filled and shipped within three to five working days of receipt. Contact your CBO Coordinator, or call Trameika Vaxter, at Hill and Knowlton (323) 966-5740, for sample packets, new order forms, or to address special needs and requests.

New BabyCal CBO Member Kit Debut

To support CBO outreach efforts, BabyCal has recently developed the BabyCal Network "Member Kit." The kit consists of the following BabyCal materials:

- BabyCal CBO certificate
- A removable window decal
- An appointment cardholder
- Education and informational materials ("how-to" sheet on how BabyCal can be incorporated into outreach efforts, marketing/public relations tips, BabyCal fact sheet and background, order form, special health education topic sheets in camera-ready format for photocopying and distribution by CBO to clients).

Please contact Trameika Vaxter at (323/966-5740) if you did not receive your kit.

BabyCal Campaign Contact Information

Please note that the Los Angeles area code has changed from 213 to 323.

CBO Coordinators:

Northern California: Nadine Roberts (916) 925-7816
or Edith Tybo (916) 665-1787
Southern California: Tania Watson (323) 966-5720

Hill and Knowlton:

6500 Wilshire Blvd., 21st Floor
Los Angeles, CA 90048
Contact: Trameika Vaxter (323) 966-5740
Fax: (323) 782-8195
Or CBO Director Stephanie Chiu (323) 966-5709

Department of Health Services:

714 P Street, Room 1650, Sacramento, CA 95814
Contact: Lisa Jackson (916) 657-3719
Fax: (916) 653-9212

CBO Spotlight

Planned Parenthood Mar Monte Bakersfield Center

Sherri Greene, Prenatal Program Coordinator (661) 634-1000

Planned Parenthood has always been committed to providing quality health care services that are affordable and accessible to women, men and teens. Over the past 14 years, the Planned Parenthood Mar Monte Bakersfield Center has added several new programs to its long list of services. In addition to the confidential health services that include family planning, birth control, cancer screening, pregnancy testing and options counseling, the Center also offers sexually transmitted infections (STI) diagnosis and treatment, as well as mid-life services to women. Tammy Rutledge has served as the Clinic Manager for the past three years. She is proud of the work its talented 20-member team of Physician's Assistants, Nurse Practitioners, Medical Assistants and Clinic Coordinators are accomplishing.

A series of childbirth education classes for women in their third trimester are offered at this center. Fathers play an important role in these sessions and are encouraged to actively participate. To illustrate the physical changes that an expectant mom experiences during pregnancy, an innovative session is included in the series called — the "Empathy Belly". Fathers-to-be are asked to wear an "empathy belly" which

consists of a full vest weighing 20-to-25 pounds. Additionally, a 15-pound abdominal weight is placed on top of a preferably "half full bladder" with breasts that weigh approximately four pounds each. These soon-to-be-dads have added a total of 40 to 45 pounds to their bodies. During the session, these dads have the full responsibility of maneuvering and continuing all normal activity without assistance and without removing the "belly."

Sherri Greene, Prenatal Program Coordinator says "it is hysterical to watch these men try to get up off of the floor after we have practiced breathing techniques and/or exercise. They actually massage their belly for comfort." Sherri's favorite moment arrives when it's time for the dad to visit the restroom. "The look in their eyes when they know they can't take the suit off is priceless."



An expectant dad wears his "empathy belly" with a smile.

Riverside County Regional Medical Center

Helen Darrah, RN (909) 486-5195

The Riverside County Regional Medical Center, a new state-of-the-art facility, is the "open door" provider of medical care for the County of Riverside. The new Moreno Valley facility opened in March of 1998 and provides one of the most comprehensive Women's Health Services departments in the area. It offers free pregnancy tests and assessment, a Sweet Success program focused on diabetic pregnant women, on-site Women, Infants and Children (WIC) and Medi-Cal eligibility workers, Adolescent Family Life Program (AFLP) and Black Infant Health referrals, as well as nutritional counseling. The Center also provides parenting classes, health education, bilingual prenatal classes, a maternity facility tour for expectant parents, substance abuse rehabilitation, and pregnant teen program referrals.

The Center implements programs to help expectant parents prepare for parenthood. On the third Tuesday of each month, the center hosts a free Maternity Tea for new and expectant parents in the county that includes a two-hour program with a childbirth film, health and safety information, nutrition

education, and prenatal care and WIC information. Parents are offered a tour of the Birthing Center with information about what to expect when the time comes for delivery. Prizes are raffled and healthy, light refreshments are served. "The Tea helps replace fears and anxieties that nearly all new and expectant parents have," stated Helen Darrah, registered nurse and Comprehensive Perinatal Services Program Coordinator.



Helen Darrah visits with expectant parents at the Center's monthly Maternity Tea.

How's BabyCal Doing?

As part of BabyCal's ongoing efforts to assess the effectiveness of current activities and enhance the campaign, we've developed this questionnaire to collect your organization's suggestions on how we may better serve your organization and clients. Please help us improve future efforts by providing candid answers to the questions below. Thank you in advance for your input. (Please attach another sheet of paper if more space is needed).

	Very	Somewhat	Not Very	Comments and Suggestions for Improvement
• How effective is BabyCal News in informing you of campaign updates and other CBO activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• How essential are BabyCal's outreach materials (brochures, posters, wipe-off magnets, etc.) to your outreach and education efforts?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• How adequate are the available language and ethnic versions of BabyCal's materials in reaching your clients?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• How effective are BabyCal's outreach materials in helping your clients understand the importance of prenatal care?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• How adequate is the ordering and timely receipt of BabyCal materials? Please explain.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• How satisfied are you with the frequency of contacts with your BabyCal CBO Coordinator?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• How accessible has BabyCal's CBO staff been to you?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
• What topics would you like to see covered in future BabyCal News issues?				• Has your organization participated in a BabyCal event? <input type="checkbox"/> Yes <input type="checkbox"/> No
a. _____				Which event? _____
b. _____				• Was the event worthwhile? <input type="checkbox"/> Yes <input type="checkbox"/> No
c. _____				Please provide details. _____
• What other outreach materials would you suggest BabyCal develop? Please list and explain.				• Would you recommend BabyCal conduct more events? <input type="checkbox"/> Yes <input type="checkbox"/> No
a. _____				If yes, what type of events would you recommend? _____
b. _____				
c. _____				• How useful have sponsored items provided by BabyCal been to your clients?
• The BabyCal CBO Network Member Kit was recently distributed, which provides information on various prenatal care topics. What are three other topics that you feel are most important for BabyCal to include in the future?				Please explain. _____
a. _____				General Comments: _____ _____ _____
b. _____				
c. _____				
• Does your organization and/or you have access to the Internet? <input type="checkbox"/> Yes <input type="checkbox"/> No				Name: _____
If yes, would a BabyCal website be beneficial to your organization? <input type="checkbox"/> Yes <input type="checkbox"/> No				Organization Name: _____
How? _____				Telephone: _____
What information would be helpful? _____				

Please fax this completed questionnaire to
(323) 782-9793 by JULY 31, 1999.
Thank you again for your thoughtful responses.